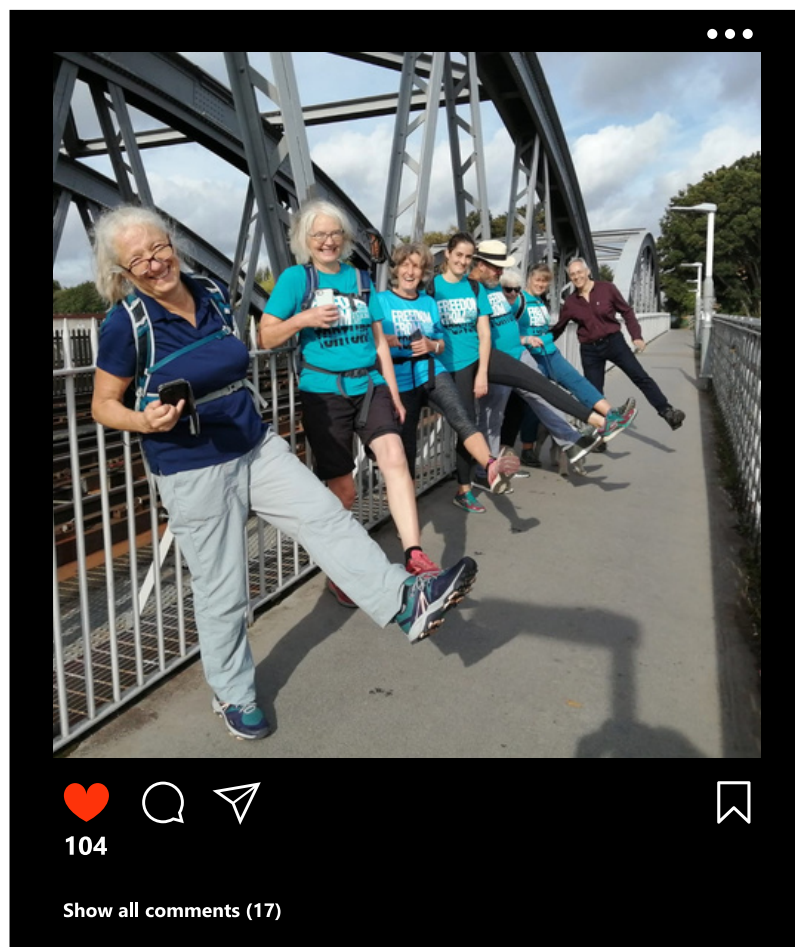


SOCIAL MEDIA FOR LOCAL GROUPS: HOW TO & TIPS AND TRICKS



**FREEDOM
FROM
TORTURE**

Any questions contact Poppy - @pbartontopple@freedomfromtorture.org

THE BEST SOCIAL MEDIA TO HAVE:



Instagram: Instagram is a photo and video sharing platform. It is one of the most popular platforms and super useful for online campaigning and advertising events. It is easy for someone to follow an Instagram page and is often more widely used amongst younger people.



Facebook: Facebook is super useful for group pages. These can be used to update group members on events and meetings. You can also create event pages on Facebook, these allow you to see numbers of attendees.



Twitter: Twitter is less useful in terms of advertising events as successfully. The platform can still have events advertised on it, but it is much more of a campaigning tool, with the ability to share and post tweets with #'s to add them to larger chains.



WhatsApp: WhatsApp is a private form of social media, this is mainly useful for group chats for your group - specifically the key members. It is an easier platform to formulate ideas in comparison to email chains.

Any questions contact Poppy - @pbartontopple@freedomfromtorture.org

INSTAGRAM

Step one: creating an account.

You can create your account [HERE](#). For this you just need an email address (a group one is best, rather than a personal one), a full name and a password.

Step two: A profile name, bio, picture and first follows.

- **profile name:** this should be the name of your group. Examples of current group Instagram names: fftnorthlondon, freedomfromtorture_dorset, freedomfromtorturemcr etc.
- **Bio:** it is important that people know you are a supporters group of FFT, not central itself. An example could be: *We are the *insert location* supporters group of @freedomfromtorture (by using the @ sign, you automatically tag the main account of FFT). We fundraise and campaign to support their work or: Welcome to the *insert location* supporters group for @freedomfromtorture ! Follow us to fundraise and campaign in the local area.*
- **Profile picture:** This is the small picture people see on your page. The best thing to use for this is the FFT logo (this should have been sent to your group, if it hasn't - let us know and we will send it).
- **First follows: follow us!** search @freedomfromtorture and give us a follow. Follow other FFT local and uni groups (you can find these in @freedomfromtorture's followers - click on that, then search 'FFT' and 'freedomfromtorture' to find other groups. Follow other local refugee and charity organisations to start building community connections - like Amnesty International, City of Sanctuary etc.

Step three: start posting and sharing

Use the Canva Guide (previously sent) to create posts advertising events. We also suggest doing an initial 'who we are post' (see example below). You can also share central FFT posts to your story (also demonstrated below)

There are so many other things you can do, have a play around and see what you discover!

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INSTAGRAM

Initial post:

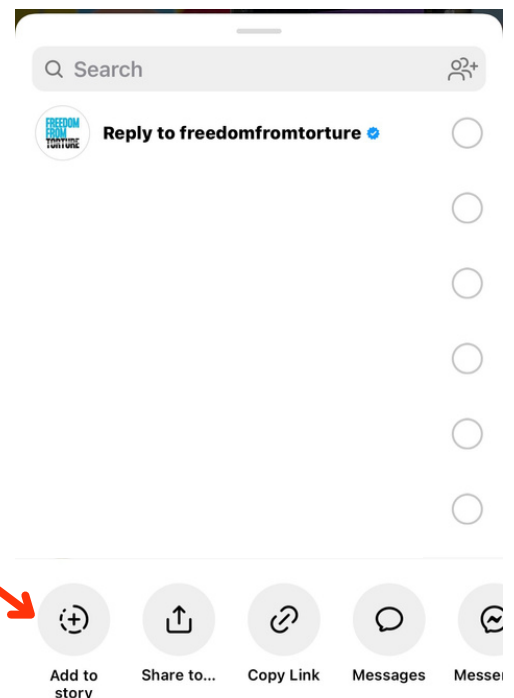


Sharing posts on story:



Find a post and click the arrow below the picture

Then click the 'add to story' button



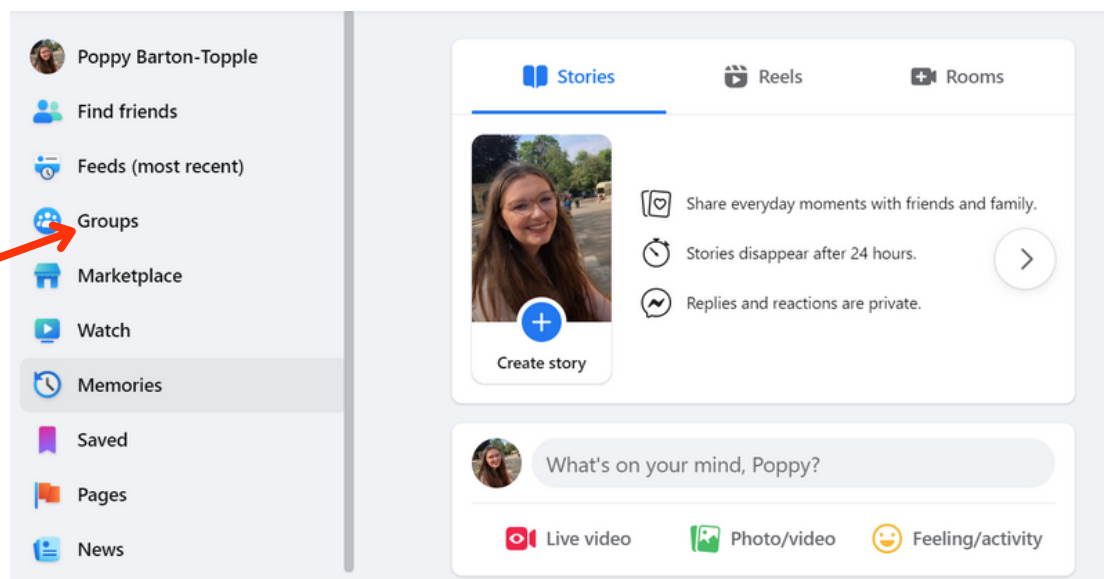
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FACEBOOK

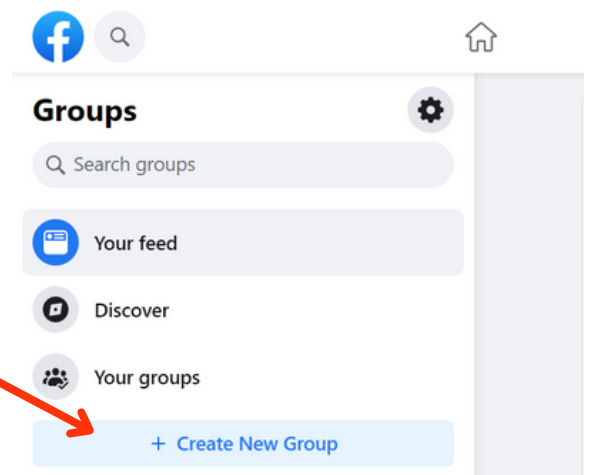
Step one: create a new group

To create a group on Facebook, you do already need an account (steps to do this are a few pages below). You could use your local group email and make a profile with that, or have someone in the group use their personal profile to create the group page.

Click here, on the homepage of your account

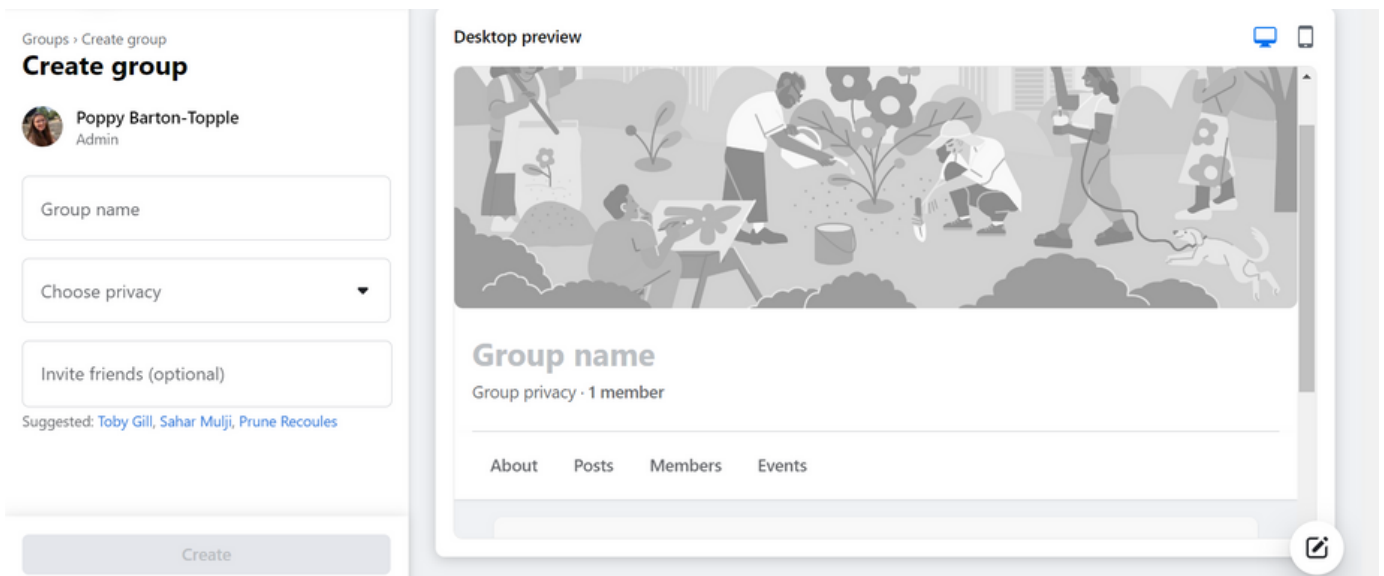


Once you're clicked it, you will be taken to this. Opt for the '+ Create New Group' option to create a new group for your local group.

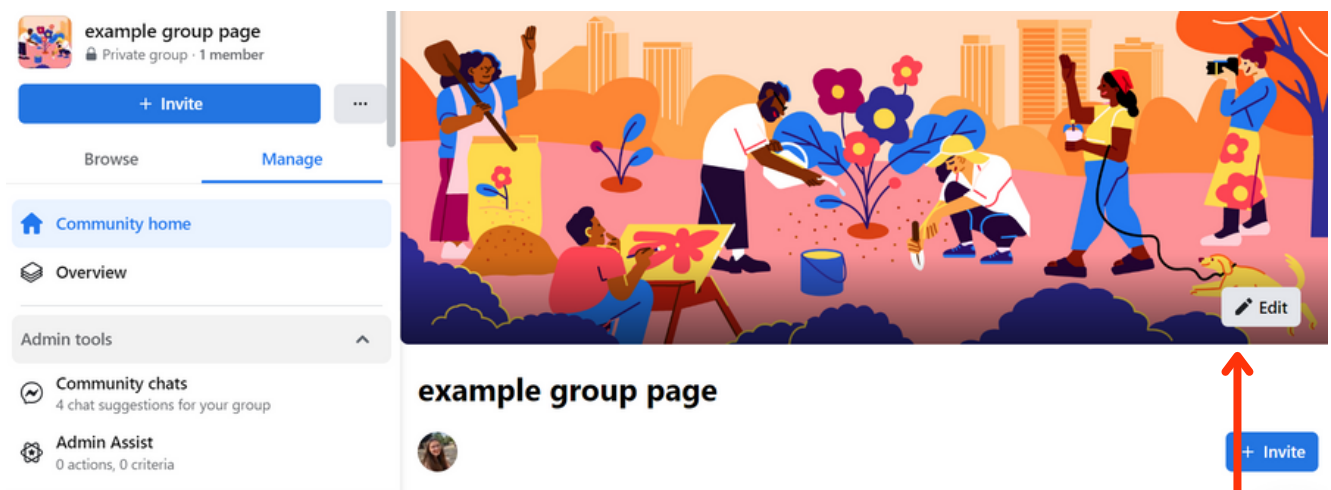


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FACEBOOK



You will then be taken to this page to create your group. For a name we suggest something like - *Freedom from Torture *insert location* supporter/local group*. You can then choose if the group is public or private. For Facebooks purpose, we would suggest private so that you can approve members.



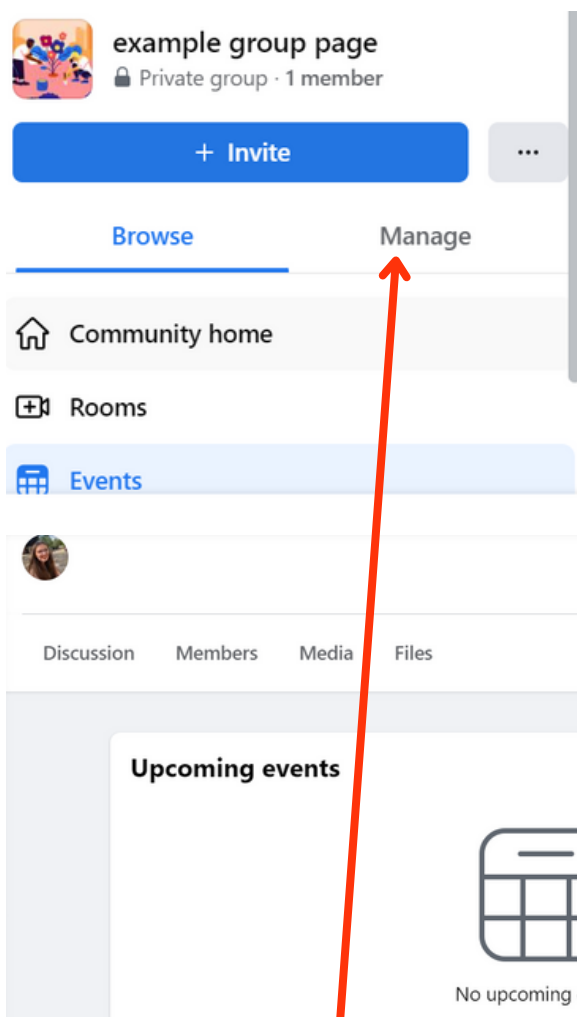
Once you complete the basics, you will get the above. To change the picture to something FFT related (logo, or a group picture is always lovely) click the 'edit' button to add an image.

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FACEBOOK

Step two: posting, creating events and adding admins

you can post status updates, like you would on a personal profile. This can include things like *'reminder event/meeting coming up'*. Or be discursive - *'does anyone want to be involved in planning an event soon? comment below and we will create a whatsapp group!'*



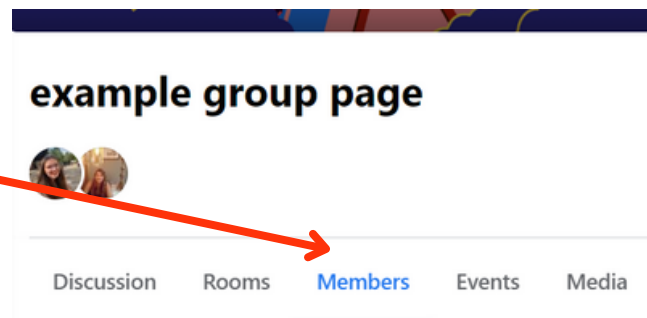
Creating events: On the right side of the page, you can click 'browse' then 'events' and you will be met with the image below. This is great for big meetings, fundraisers, or events as you can create the event, then share it and invite people.

Under 'Manage' then 'Group settings' you can set rules on who can approve members etc. the best way to work this out is to play with the site itself. But any questions, we will be happy to jump on a call and help or answer any emails!

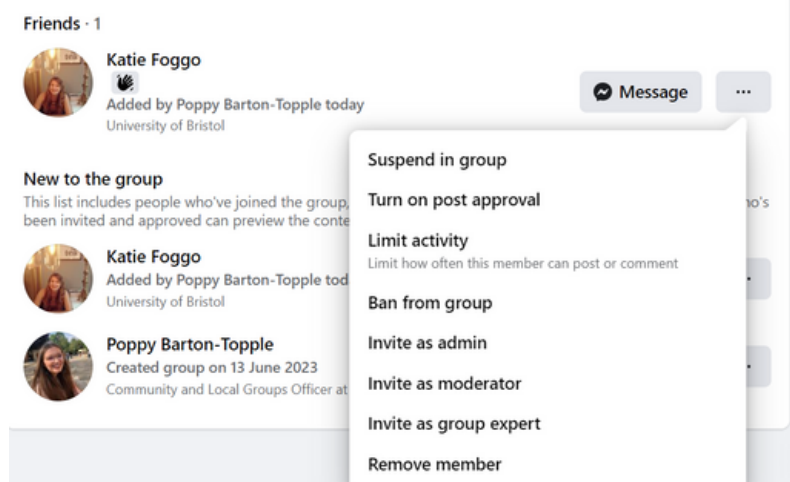
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FACEBOOK

Once you have a group set up, it is useful to make other group members admins - they can then also approve join requests. This is also useful if the person who made the group page is leaving the group or stepping down. To do this, you click the members tab on the main page (the person has to be a member of the group!)



Then scroll to the person you wish to make admin, click on the three dots to the right of their name and select 'invite as an admin'. They will then get a notification to accept this.



Creating a personal Facebook account:

When you search Facebook and click on the website, you will be met with a login page (you can also download the app and will be met with the same choice). Underneath this is a 'create new account' option - click this.

You will then be met with the screen on the right when signing up. Fill it out as appropriate with your details.

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TWITTER

Step one: setting up an account

Simply search twitter on a search engine, then once you've clicked on it you can opt for 'create account'. When creating the account, ensure you sign up with EMAIL not PHONE NUMBER! This will allow you to use the group email address. For date of birth, just ensure it is over 18. For Twitter, we would suggest having a public account.

Step two: name, profile picture, bio and banner picture

- **name:** we would suggest, like Instagram, the name of your group (fftmcr, fftnorthlondon etc.)
- **profile picture:** FFT's logo
- **Bio:** similar to Instagram - *we are the *insert location* supporters group of @FreefromTorture and we fundraise and support their work in our local area* - or something similar
- **Banner picture:** this goes above your profile picture, and can only be seen when someone is on your profile. For this, a group picture is always nice, or a banner with our logo.

Step three: follow and post

echoing Instagram again, make sure to follow central FFT - @FreefromTorture and any other local orgs. in your area to start building that community. It can also be useful to follow people you are wanting to influence - local politicians, your groups MP/S.

Posting on twitter is a lot of retweeting or quote tweeting. Available at the bottom of tweets (two arrows creating a square). If you 'quote' it, you can add your own opinion. We also recommend using #'s on Twitter. Good ones would be *#*insert your location**, #HumanRights #RefugeesWelcome etc.

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WHATSAPP

Step one: download WhatsApp

Go to your phone / laptops app store and download WhatsApp (free) and connect it to your phone number.

Step two: Create a group chat

Often people are in lots of WhatsApp chats so it is useful to clearly label yours. For the core group - **insert location* FFT*. If you then have subgroups you can name them accordingly - *FFT Group bake sale, FFT protest day etc.*

To create a group, you go to the top right corner of the app, and there is a box with a pen in the right hand corner. Click this and select the first choice 'New Group', you can then add participants, then click next and name the group in 'Group Subject'.

MAKE SURE TO GATHER PEOPLES PHONE NUMBERS FOR THIS!

Other things to note:

If you want to make someone else an admin (an admin can add and remove people in the group) - when you go onto the chat, click the group name at the top, then scroll down to the list of names at the bottom, click on who you want to make admin and select 'Make Group Admin'. NOTE: You can only do this if you are an admin, whoever creates the group is the admin.

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